



## The NEUE Development Team

Gary Seals, Seals Family Properties

Kendall & Lindsey Gillum, Gillum Development



## AGENDA

- 1. The case for Downtown Revitalization
- 2. The Neue answers the Call
- 3. The Neue @ 699 W San Antonio St.
- 4. Project Overview
- 5. Open Discussion & Q&A

#### DOWNTOWN NEW BRAUNFELS | IMAGINED TOGETHER



2010
DOWNTOWN
IMPLEMENTATION
PLAN

2018
ENVISION NEW
BRAUNFELS PLAN

2021
DOWNTOWN
ACTION PLAN

2022
DOWNTOWN
TIRZ PLAN

**2024- 2029**STRATEGIC PLAN

"Increase the number of residents downtown.....Expand multi-family housing options downtown."

"Infill development" for vacant lots along San Antonio Street with pedestrian-orientated businesses."

"Encourage residential uses and higher densities to increase 24/7 activity downtown."

"Revitalize and reinvest in the Downtown District as a cultural and economic hub."

"Encourage mixed use centers that allow people to work and play near where they live."

"Encourage infill and vertical development to reduce sprawl and improve infrastructure efficiency."

"Downtown New
Braunfels should be a
vibrant, walkable, and
economically resilient
district."

"Promote infill and adaptive reuse to preserve character while accommodating growth."

"Finally, aging building systems and utility connections are a barrier to redevelopment as the majority of the existing building stock was constructed over 50 years ago and is out of compliance with modern requirements such as building codes, life safety, and (ADA) access requirements."

"Incentivize mixed-use developments and redevelopments in targeted locations to create a built environment with integrated housing, commercial centers, and opportunities for improved connectivity."

"Promote a mix of housing types that align with the community's evolving needs."



Consistent across five Strategic Plans: Investment is key to downtown revitalization and vibrancy.



## ANSWERING THE CALL

**The Neue** (pronounced "noy-eh") is more than a residence - it's an answer to the calls for the future of downtown.

- **√** ~\$20M+ added increment to property tax base
- Expanded retail and professional office spaces, providing increase in Sales tax
- **Seautification of proposed project area**
- **✓** Supports Work, Live, Play initiative

Inspired by the German word for "new," The Neue represents a fresh chapter in downtown living, one that honors the city's rich past while embracing an elevated, modern way of life.







Approximately 100 new downtown residents to support local businesses all days of the week, year-round, mitigating seasonality.

#### **Estimated Economic Impact:**

Direct household spending of \$2.3M-\$4.6M annually. When accounting for local business activity, employee re-spending, and visitor spending, these households generate an estimated \$3.1M-\$7.8M in total annual economic impact. This supports restaurants, retail, personal services, and entertainment while strengthening a year-round, non-seasonal downtown economy.



# ADDRESSING DOWNTOWN PRIORITIES



Designed with highefficiency fixtures,
drought-tolerant
landscaping, and a
filtered drainage
system.

Multi-family, infill housing uses significantly less water, aligning with conservation goals.



Every home includes secured, off-street parking

By design, the
commercial spaces
planned require minimal
public parking (which
have ample capacity)



~100+ full-time residents (not short-term rentals) means traffic is consistent and local.

Designed to **support** walkability, not congestion.



## CATALYST FOR DOWNTOWN





## 699 W SAN ANTONIO STREET TODAY







## 699 W SAN ANTONIO STREET POSSIBILITIES





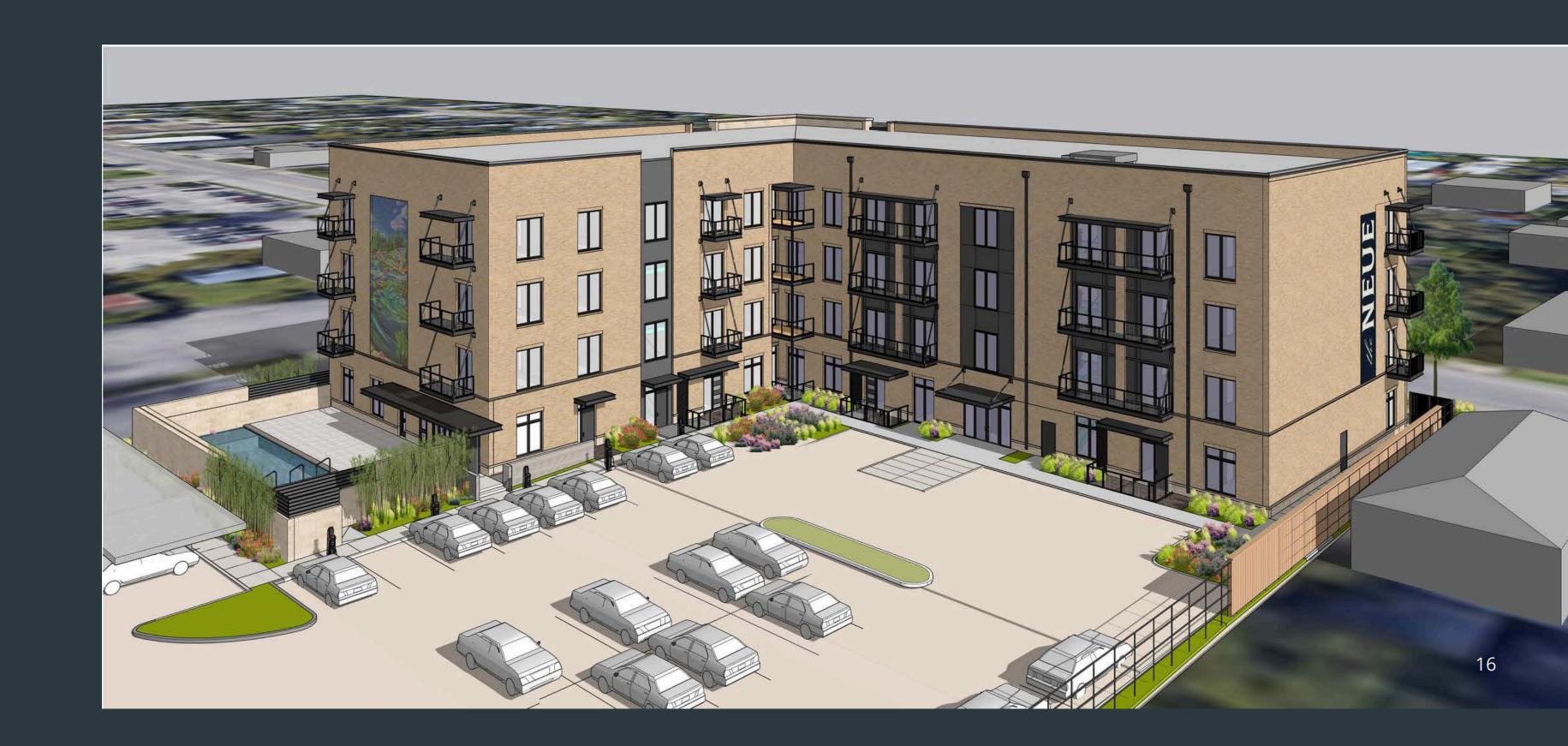




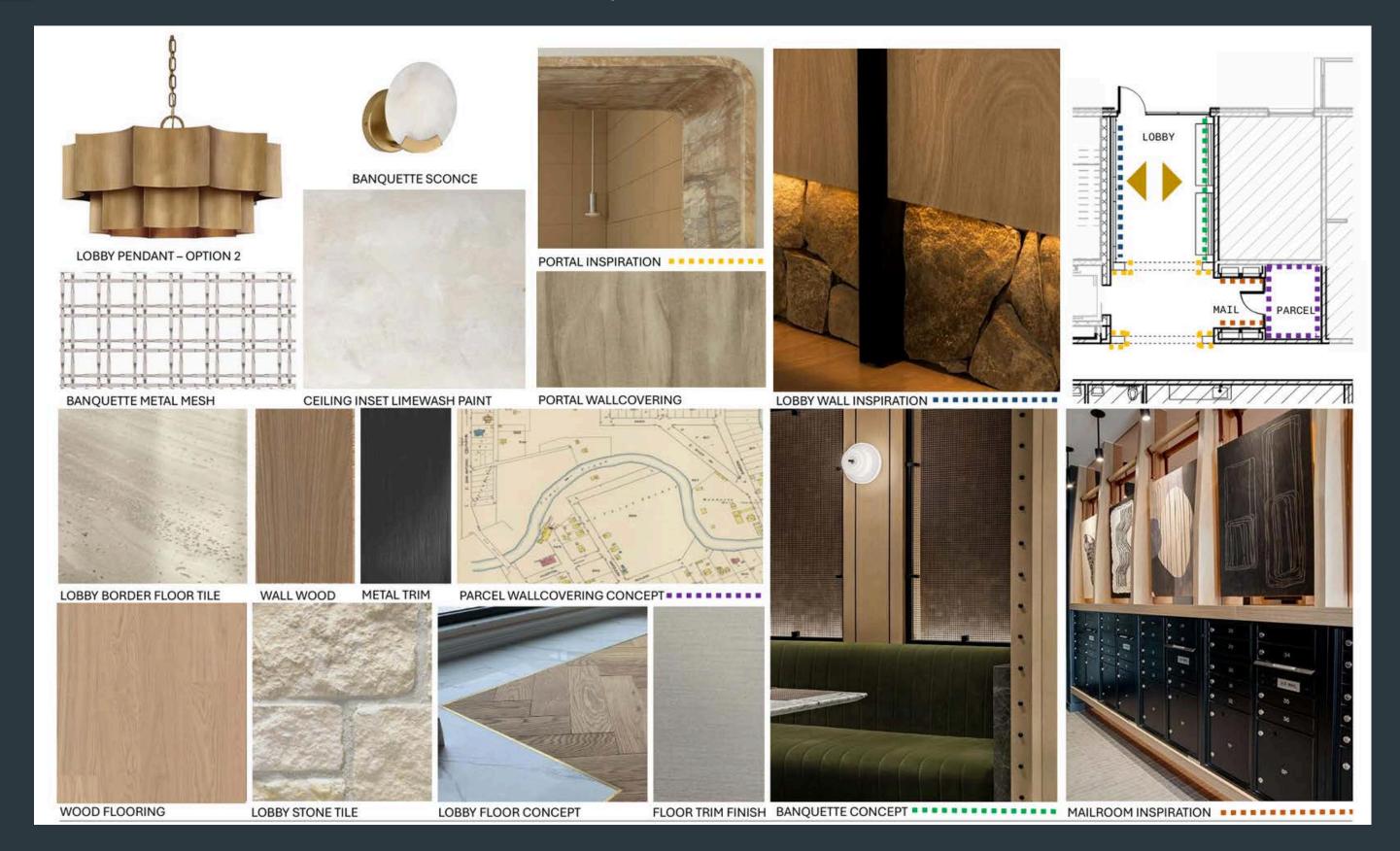




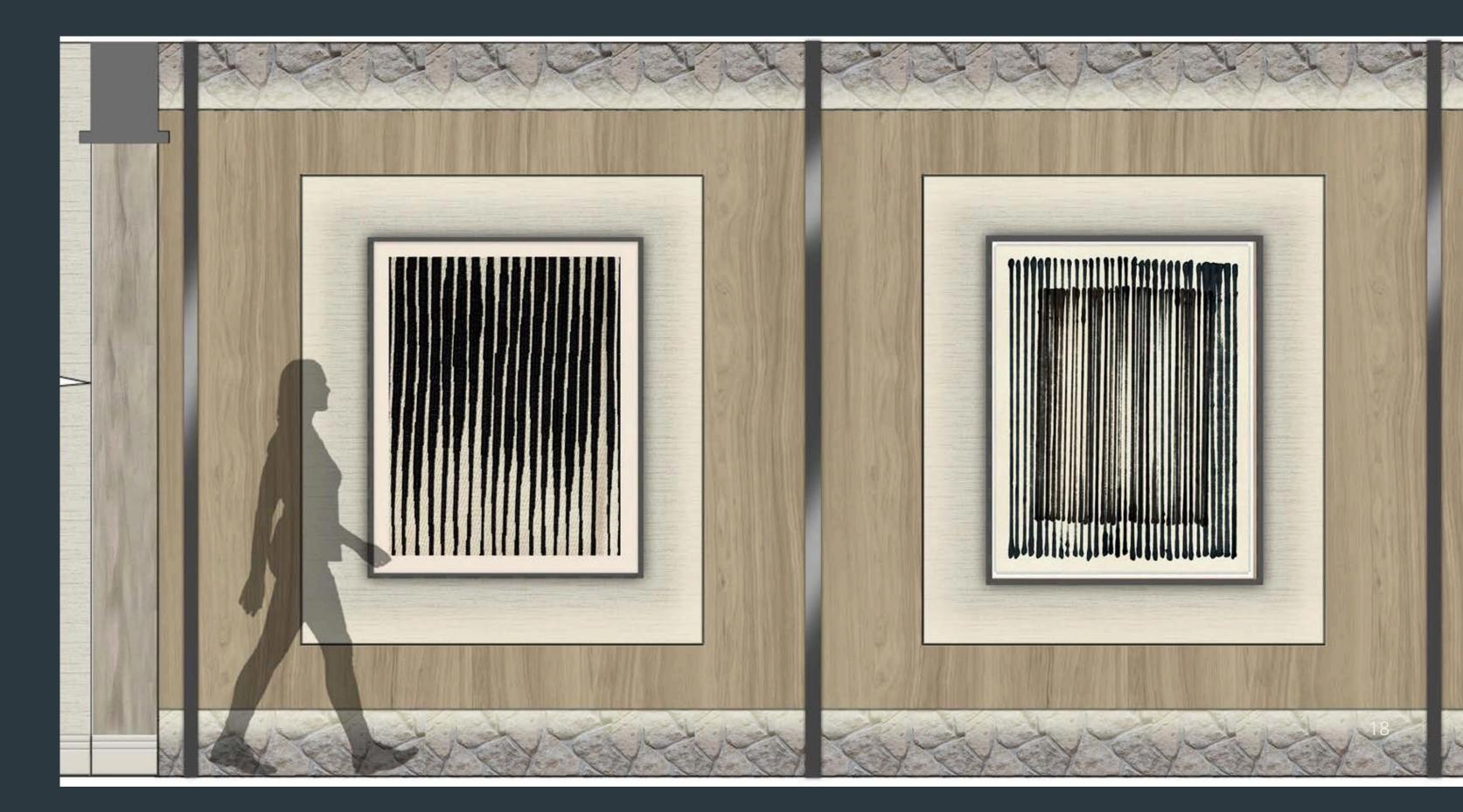








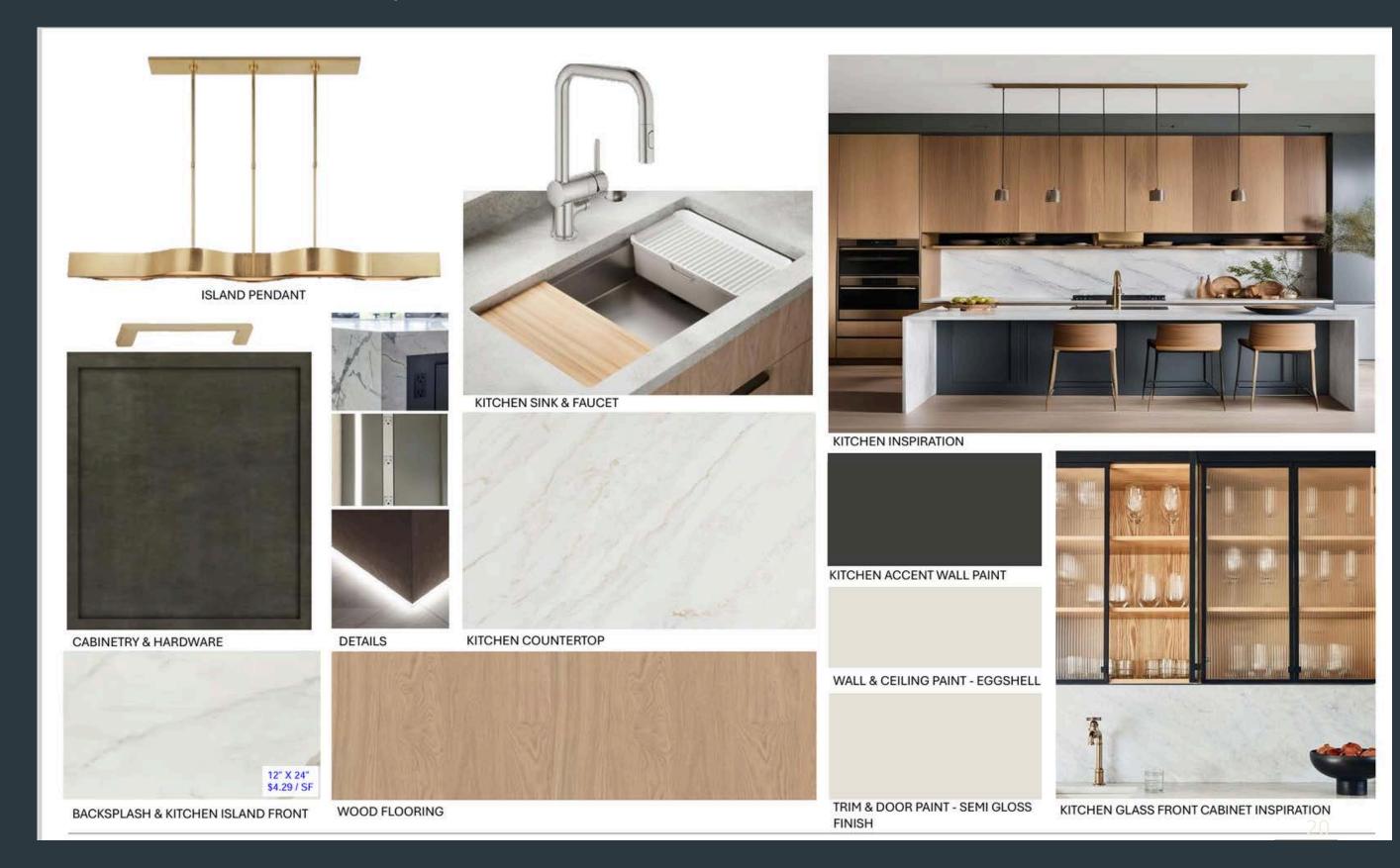




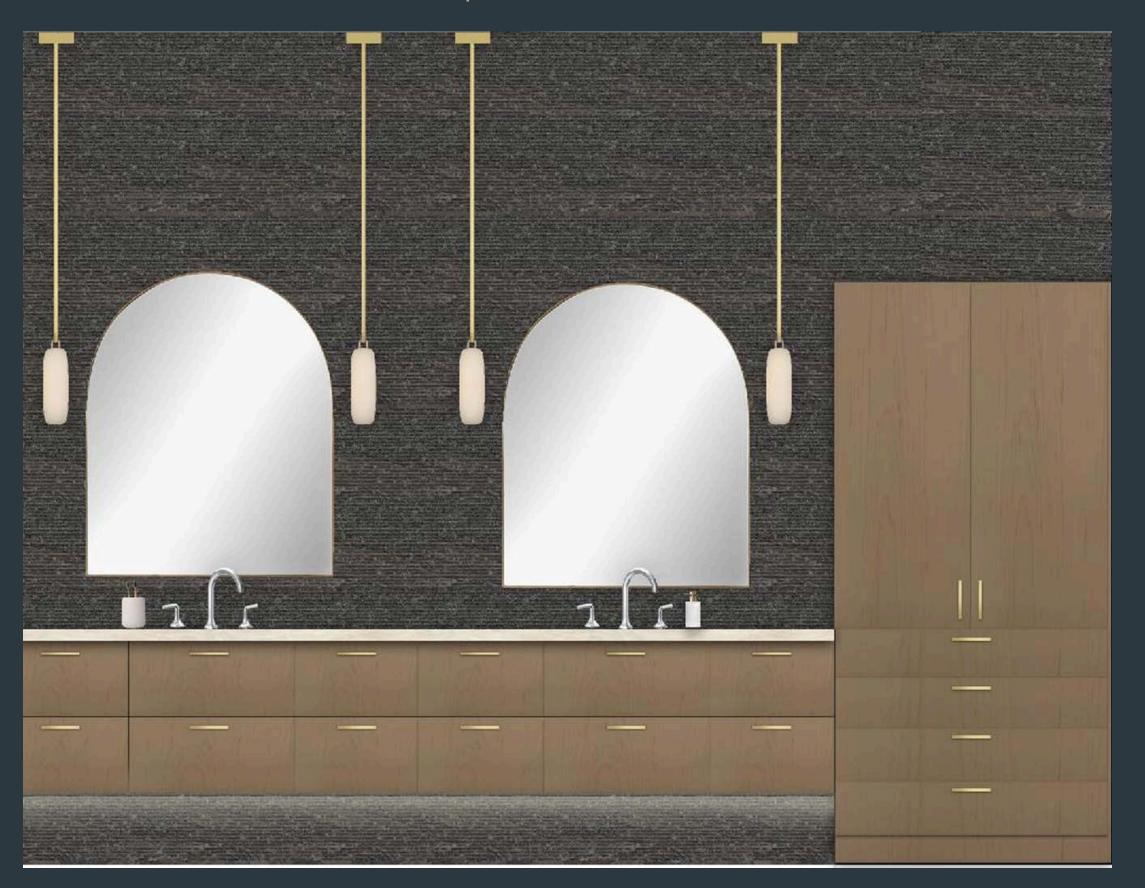














### **OVERVIEW**

#### **Targeted delivery**

Summer/Fall 2027

- ~43 **Luxury Residences** owner occupied 72,000 sq ft total building
  - 1BR ~825 sq ft
  - 2BR ~1100 sq ft
  - 3BR ~1600 sq ft
  - Penthouses ~1200
- 3 professional services offices ~3,300 sq ft combined
- 2 retail spaces ~2,000 sq ft combined



## DESIGN CONSIDERATIONS



- Property is zoned C2.
- Oriented on W San Antonio St. and creates a hard corner at Guenther Ave.
- Rear of building is ~120' from the residential area behind.
- Four stories with ample parking.
- Materials and color tones are respectful of the downtown fabric and respond to New Braunfels' natural environment.
- Thoughtful lighting design to minimize light pollution including zero cutoff and low-level lighting.
- Design includes significant ROW improvements, relocation of overhead utilities, extending and expanding capacity of water and wastewater infrastructure across San Antonio and Guenther Ave.
- High efficiency design considerations.
- Contech filtered drainage system onsite.
- Enhanced sidewalks with decorative pavers, ADA compliant ramps and sidewalks.



### **AMENITIES**



- Resort style pool, courtyard and outdoor kitchen, providing a space for sunbathing, relaxing, grilling and socializing
- Indoor/Outdoor flex space that opens up to courtyard and pool
- Top-of-the-line fitness room
- Dog park and pet washing station
- State-of-the-art security technology throughout parking, building and common areas
- Fully gated / covered parking
- EV charging stations
- Indoor mailroom with secure package delivery
- NO STRs allowed



## RESIDENT AMENITIES

- High quality finishes throughout
- 10-12' ceiling heights
- Hardwood floors
- Quartz/Granite countertops
- Large energy efficient windows
- Private, walk-out balcony
- Spacious walk-in closets



## THE NEUE = SMART GROWTH FOR DOWNTOWN

- Fits Downtown: Walkable, mid-scale, and locally led designed for the heart of New Braunfels.
- **Beautification:** Improved streetscape and beautification of the current underutilized site to support all of downtown.
- Improves Infrastructure: Supports long-needed utility upgrades through public-private coordination.
- Adds Housing Variety: Right-sized homes for professionals, retirees, and residents who want to stay local.
- **Delivers Economic Value:** ~\$20M in new tax base and ~100+ full-time residents fueling downtown 24/7.
- Built Responsibly: Water-efficient, low-traffic, and no short-term rentals.
- Led by Locals: A long-term investment by people who live and work here.
- **Challenges:** Increasing material cost, interest rates, tariffs, first-to-market (no comps)



## Open Discussion and Q&A